

Bay Breeze

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On the cover: Zingelar Residence by Confidence Landscaping Inc., winner of the Xeriscape Installation Unlimited award at the 2019 CLCA SFBA Chapter Landscape Awards.



Board Installed

Members of the CLCA SFBA Chapter gathered November 18 at Celia's Mexican Restaurant in Palo Alto for the chapter's installation dinner. The 2022 chapter board of directors was installed as well as the Auxiliary board. Thank you to everyone who joined us and congratulations to the new board members.



From the President

Passing the Baton Amidst Hope

KC Coverdell, Blue Sky Designs, Inc.

Happy Holidays! I hope you enjoyed a Thanksgiving feast with family and/or friends, and are preparing for the upcoming holiday festivities.

The holidays also signal the end of my term as president of the San Francisco Bay Area Chapter. As my presidency comes to a close, I am left with great hope. I was so delighted to see many new and returning faces at our installation night last month. There was a revived energy in the air. Members showed up looking to get involved and/or volunteer for crucial committees, and new members joined the board.

This kind of support and enthusiasm is what drives this association. When the collective group is excited about what we are doing, it keeps those who volunteer motivated. It was an incredible thing to see a room almost completely full of our past presidents. This kind of support is what the future generation needs.

As the times continue to change there is one constant that we can always rely on and that is the San Francisco Bay Area Chapter of the CLCA. Thank you all for your continued support, and I look forward to seeing more of you at upcoming events. I officially pass the gavel to Juan Carlos Esparza, your new San Francisco Bay Area Chapter president.



2022 Chapter President Juan Carlos Esparza with 2021 Chapter President KC Coverdell.

Legislative Update

By Megan Rios, CLCA President-elect

In June 2021, the CLCA Legislative Committee voted to “sign on” to a Chamber of Commerce led coalition asking the Governor and Legislature to allocate \$1 billion of the 2021 budget surplus to pay down the \$24 billion in Unemployment Insurance (UI) fund deficit in California. That effort this year was not successful, and no funds were budgeted towards repaying the \$24 billion borrowed to pay benefits during the COVID lockdown.

If the UI fund remains insolvent in January of 2022 (which it will), payroll taxes will be increased on all California employers (currently paying \$42/employee/year) in 2023. They will increase steadily for each year by \$21/employee/year up to a maximum of \$420/employee/year until all \$24 billion dollars borrowed by the state is repaid to the Federal UI fund. The Great Recession's \$11 billion UI fund insolvency (2008) took California about 8 years to repay, so we can anticipate a longer duration to repay this \$24 billion insolvency.

The Chamber is making another budget push for 2022 and is soliciting coalition members from large and small employers around the state to join in and help to pressure the Governor and the Legislature to appropriate funds to help pay down the deficit so the entire burden does not fall on California employers.

As the committee approved this position for 2021 and it is a two-year legislative session, CLCA will continue to participate in the Chamber led coalition to get funds appropriated in the 2022 budget to pay down the UI deficit.

Small Off-Road Engines (SORE) Regulatory Update

Governor Newsom signed AB 1346 and newspapers around the state and country reported that California had “outlawed” the availability of gasoline powered landscape equipment starting model year 2024. The headlines were misleading.

In previous CLCA briefings, it has been

shared that the California Air Resources Board (CARB) would be undertaking rulemaking for SORES (Small Off-Road Engines) with the aim of having a draft rule in the Fall to put before the Air Resources Board at their December meeting. The CARB rulemaking was going to happen REGARDLESS of the outcome of AB 1346.

On October 12, 2021, CARB released its proposed regulations for SORE and set a public hearing date for Thursday, December 9, in Sacramento. It is not yet known if this public hearing will be held in person or virtually.

CLCA's Executive Director Sandra Girarde reviewed the main provisions of the draft rule put forward by CARB staff. CLCA is coordinating an industry response with NALP (National Association of Landscape Professionals) and has already engaged directly with CARB staff the week of October 11. Follow up meetings with CARB regulators are being scheduled for further discussion over the regulatory package including how the landscape industry uses this equipment, what they have experienced with electric powered equipment, and how it falls short of the daily needs of landscape professionals.

Sandra shared that the webinar was recorded and will be posted on the website.

Committee members urged staff to continue to update membership as to what is happening and to share data with the CLCA membership committee so they can market as well.

CSLB Update

CSLB staff have invited CLCA to participate in group meetings as they explore their idea to put forward a legislative proposal to amend Business and Professions Code sections 7150 - 7170, the “Home Improvement Business” article of the Contractors State License Law. This section also covers the contents that are in the residential home improvement contract requirements. CLCA construction law attorney, Bill Porter, will be participating in the first meeting as it conflicts with the upcoming CLCA Convention. Sandra plans to participate in future meetings and providing updates.

UC Landscape Plant Irrigation Trials Virtual Open House Survey

The UC system has been evaluating plants for water use and inclusion in the Water Use Classification of Landscape Species since 2016. In spring, summer, and fall, we hold Open House events where UC Master Gardeners and landscape and horticulture educators and professionals from all sectors can view the trial plants in the ground and evaluate a sampling of them on all the irrigation treatments. This year we are inviting you to take an online survey of the plants from photographs.

The survey below follows up our Spring 2021 survey to elicit your perspective on how the plants performed after a summer of deficit irrigation treatments. We know you would all rather be in the field where you can walk around each plant and examine it both close up and far away, but we are nevertheless eager to share the new plants we are evaluating and get your feedback on their overall appearance and potential as new garden plants. This on-line survey seeks your opinion on the qualitative performance of one plant per cultivar of the 10-13 taxa we just finished evaluating. All photographs are from late September or early October. We will use these results to inform our irrigation and cultural recommendations for the taxa evaluated in this round of the UC Landscape Plant Irrigation Trials.

Access the survey using the link below. Please take the survey only once. You can move through the survey sections using the back and next buttons before submitting the form. It takes 5-10 minutes to complete the survey. If you have any questions or issues, please email Jared Sisneroz at jasisneroz@ucdavis.edu.

UC Davis (Davis, CA) Survey: <https://forms.gle/fcrfUfUuPWEeiusz5>

SFBA Chapter Scholarship Funds

Balances for the SFBA Chapter scholarship funds through the Landscape Educational Advancement Foundation (LEAF):

SFBA Chapter	\$10,389.25
John & Mary Lyngso Fund	\$15,607.15
Herbert Frank Memorial	\$16,481.83
Hans Biland Memorial	\$12,045.88
Bill Hayes Memorial	\$13,520.62
Klaus R. Hertzner Memorial	\$11,544.49
G. Kunimoto Memorial	\$12,770.00
Ken Jenner Memorial	\$12,201.99
Paul Shogren Memorial	\$16,863.56
Edron Schneider Memorial	\$11,574.81
Dr. Barry Cohen PhD Honorarium	\$ 8,915.08
Tanouye Memorial	\$ 5,250.82
Steve Whitehill Memorial	\$ 6,383.50
John Gachina Memorial	\$14,285.00
Mas Tsuda Memorial	\$6,443.98
Candy Fiske Honorarium	\$7,125.12
Total	\$175,733.32

To donate, send a check payable to "LEAF" to: CLCA, 1491 River Park Dr., #100, Sacramento, CA 95815.



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NorCal Landscape and Nursery Show

The NorCal Landscape and Nursery Show returns to the San Mateo Event Center on Thursday, February 3, 2022. Nor Cal Exhibits will be open from 8 a.m. to 4 p.m. in the Expo Hall. Nor Cal Seminars will run 9 a.m. to 3:15 p.m. in the Events Pavilion.

SEMINAR PROGRAM

9:15 a.m. to 10:15 a.m.

Green Landscape Management Practices

Climate change mitigation and preparedness

Our presentation will start with walking attendees through how an average landscape impacts climate change and how to make an impact tied to the health of people, the planet, and a company's profit. We will cover how to identify opportunities on properties to reduce water usage, reduce chemical use, reduce green waste, reduce emissions, address drought preparedness, storm preparedness and carbon sequestration.

Speaker: Loren McIrvine is recognized as a leader in transforming how commercial landscapes in the San Francisco Bay Area are maintained by pioneering a holistic and team approach to landscape asset management. He is both an experienced practitioner and instructor on environmentally conscious practices. Loren holds licenses and certifications as a General Contractor, Specialty Contractor, Expert Certified Water Manager, ISA Certified Arborist, Bay Friendly Landscaper, IA (CLWM), CLIA, CIC, CID, NALP (CLP, CLT).

10:30 a.m. to 11:30 a.m.

Lighting Design – Beyond the Basics

Outdoor lighting has become very competitive, and it's important for green industry professionals to have proper training and education to be successful. We'll talk about advanced lighting design, new product trends and advanced control options.

Speaker: Jeff Calhoun is celebrating his 18th anniversary with FX Luminaire. Currently he is the FX Sales Manager in Northern CA with a territory in the specification markets and field support efforts that includes the SF Peninsula, North Bay, East
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Bay, South Bay, and Central Coast region. Jeff is a UC Santa Cruz graduate and holds a Master's Degree in Business Administration from the Forbes School of Business (University of Arizona, Global Campus).

11:45 a.m. to 12:45 p.m.

Organic Herbicides as Alternatives to Glyphosate in the Landscape

- IPM methods for weeds
- Understand what organic and less toxic herbicides are and how they work.
- Learn the current research on various organic and less toxic herbicide products.
- Understand the trade-offs and other considerations (signal words, PPE, cost) when using organic herbicides in comparison to glyphosate.

Speaker: Karey Windbiel-Rojas is the Associate Director for Urban and Community IPM and Area Urban IPM Advisor with the University of California Statewide Integrated Pest Management Program (UC IPM). In her role as Associate Director, Karey provides leadership and coordinates communication and collaboration to address pest issues around homes, structures, landscapes, gardens, schools, and public areas and works with various audiences who live in or serve these areas.

As a cooperative extension advisor, she conducts research and provides educational resources on local pest issues in the three counties she serves.

Karey earned a Master's degree in Integrated Pest Management from UC Davis in 2006 and a Bachelor's degree in Biology from Cal Poly San Luis Obispo.

Speaking: 1:00 p.m. to 2:00 p.m.

Eco-friendly Pest Management for Our California Climate

Think before you use toxic chemicals around a home, yard, or garden. Chemicals can be harmful to water, wildlife, and even the health of kids and pets. Learn how you can successfully manage pests while using alternatives that are healthier for your customers and better for the environment.

Speaker: Suzanne Bontempo is an experienced horticulturist, IPM Advocate, urban garden educator and fine gardener. She has served in retail nursery management, and is a landscape designer. She has advanced training in integrated pest management, business management, urban composting, vermiculture, greywater systems and storm water pollution prevention. Broad experience includes running her own landscape business, and project managing. Collectively, with the IPM Advocate Program, she received the 2013 IPM Innovators award.

Speaking: 2:15 p.m. to 3:15 p.m.

The Succulent Landscape

This session will show examples of succulents and companion xerophytic plants in the landscape, as well as examples of large containerized succulent bowls for hard-scapes. The focus will be on residential installations, but some commercial examples will be shown as well. Jeff will discuss some of the more exciting and durable architectural statement plants, along with examples of softer and more colorful associate succulents. He will look at some of the most popular landscape succulents.

Speaker: Jeff Moore has owned and operated Solana Succulents in Solana Beach (near San Diego) for close to 30 years, and has quite a bit of experience designing and installing succulent gardens. He has self-published five books on succulents.

INFORMATION AND REGISTRATION

Visit www.norcaltradeshow.org/seminar. There is special pricing for students with school ID. The seminars begin at 9:00 a.m. and conclude at 3:15 p.m. CEUS have been applied for and will be posted as they are confirmed.

Your seminar badge will also get you into the show. Parking is \$15 per carload so save some cash and carpool

Questions about the show and seminar program can be sent to margoc@frontiernet.net or call 530-458-3190. Register online for the seminars at www.norcaltradeshow.org/seminar.

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CLCA Mission Statement

The California Landscape Contractors Association serves the interests of its members, promotes professionalism, and advances public awareness of the landscape industry.

The CLCA SFBA Chapter newsletter is published monthly. Copy and advertising deadlines are the 10th of the month preceding publication. Please send all copy, black & white photos, line art and ad materials to: Jerrie Beard & Associates, PO Box 7, Pollock Pines CA 95726. Emailed submissions are welcome at jsb@beardassociates.com. For information on advertising and rates, contact Jerrie Beard at (530) 621-1701.

Articles submitted are subject to approval and modification. Chapter or Editor are not liable for misprints or errors, and do not necessarily agree with opinions expressed in byline articles. Articles may be used by other CLCA chapter newsletters, giving proper credit to their source.

That's Why It's the First Question

Steven Cesare, Ph.D., The Harvest Group, harvestlandscapeconsulting.com

A business owner from Colorado called me the other day to talk about his Company's performance appraisal process. By way of pretext, this business owner had done an absolutely great job setting the stage for the actual performance appraisals. In specific, he established empirical goals for each of the four Balanced Scorecard quadrants, conducted a strategic planning session to ensure open communication and clear alignment with the relevant Department Managers, developed key initiatives to guide the Managers toward achieving their respective goals, provided monthly financial review meetings as the forum to share ongoing results with the Managers, scheduled monthly one-on-one meetings with each Manager to help them stay focused, and of course, shared the job description and performance appraisal form with each Manager.

Off to a superb start!

Before I had a chance to lay the foundation for our telephone meeting, the adept business owner correctly anticipated my second question by immediately sharing a summary of each Manager's strengths, weaknesses, and overall performance appraisal ratings to me. His summaries were very well done: behaviorally-based, nicely-documented, and strategically prescriptive as evidenced by an action plan that he had compiled for each Manager.

With that much investment, detail, and planning, it was not hard to believe that his Managers received numerous performance ratings of "4" (i.e., Exceeds Expectations) and "5" (i.e., Role Model) on their actual performance appraisal forms. This sounded like an All-Star Team.

By the time an opportune break in the conversation presented itself, I finally got a chance to ask the question that is always asked first to a business owner as he/she begins the performance appraisal process: "Did your company achieve all of its business goals during the last year?"

What do you think he said?

"No" was his response. In actuality, the Company underperformed during the previous fiscal year, losing more than \$250,000, with similar substandard performance in other goal quadrants. Inquisitively, I asked how could his Managers have performed so admirably well as illustrated by their glowing performance ratings, while his Company failed to meet its business goals as validated by the Company's Balanced Scorecard results. "They tried really hard" was the response.

With all honesty, I am sure they did. But they obviously did not try hard enough on those key behaviors that were supposed to achieve the business goals. The disconnect between individual ratings and organizational results was too immense to ignore. After explaining the essence of performance appraisals to the business owner, we agreed that he would re-evaluate his Managers within the context of their Departmental results.

Not surprisingly, most of the Managers received a rating of "2" (i.e., Below Expectations) on their revised performance appraisal forms. Without a scintilla of doubt, this revision fundamentally saved the integrity of the Company's performance appraisal system. With all the impressive pre-work he had completed, the capstone did not validate his effort. Looking forward, the business owner and I agreed that all future monthly one-on-one Manager meetings would more closely examine year-to-date Departmental results, evaluate the current efficacy of the key initiatives each Manager is supposed to demonstrate, and provide ongoing development feedback (i.e., action plan) focused on future goal achievement; a direct parallel to the standard performance appraisal meeting framework.

Partners for Success

By Marin Vallalpando

Thank You for Your Continued Support

Thank you to all the companies who have stepped up this year to support the CLCA San Francisco Bay Area Chapter. Your generous support goes a long way in helping us provide top quality events to our chapter throughout the year.

If you would like to help support our chapter by becoming a partner, please look over the Partners information at www.clcasfba.org/whoweare/#Partners or contact me, Marin Vallalpando at 408.586.9292 or email marin@zankerrecycling.com.

All of our chapter events are made possible by the generous support of our many sponsors. Please thank them for their commitment to our chapter both with an "atta boy" when you see them, and also by supporting their businesses.

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